Township of Allamuchy

Allamuchy, NJ

Mayor Rosemary Tuohy

Pledge Summary

Allamuchy Township is actively promoting monarch and pollinator conservation through community engagement and public initiatives. As part of this commitment, the township is hosting a mural contest to transform the Green Acres concession stand into a vibrant piece of public art that highlights monarch and pollinator conservation, while also celebrating cultural awareness. On March 26, 2025, the Township Committee issued an official proclamation in support of monarch butterfly preservation, March 27th, 2025 has now been deemed Monarch Butterfly Awareness Day for Allamuchy Township. Efforts are ongoing in the Rutherfurd Community Gardens, where milkweed and nectar-producing plants are being maintained to support pollinator habitats. Residents are also encouraged to plant these beneficial species on their own properties to further expand local pollinator-friendly spaces.

Action Items Committed for 2025

Communications and Convening

- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.

Program and Demonstration Gardens

- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Rosemary Tuohy	2025	3/27/2025	

Action Items

In total, how many acres of monarch habitat have been created in your city in the last 12 months? Please limit your answer to only the number of acres in the answer field below (e.g., 3). Note: 1 acre = roughly the size of a football field.

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What was your community's motivation for taking and continuing to work on the Mayors' Monarch Pledge?

What resources have been most helpful to you thus far and what new resources would you like to see to help meet your goals? What resources would be useful to help expand equitable engagement in community processes and access to high-quality, usable nature?

In total, how many individuals have been reached through the Mayors' Monarch Pledge in your community this year (Jan-Dec)? Please limit your answer to only the number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

Where was the habitat created this year? Example locations may include residences, schools, places of worship, rights-of-way, roadsides, community gardens, shared public spaces, and more.

How are you leveraging the Mayors' Monarch Pledge program to engage marginalized communities, such as low-income communities or communities of color?

Of the total number of individuals engaged, how many youth (0-18) were reached through the Mayors' Monarch Pledge in your community this year (Jan. - Dec.)? If none, please write 0." (Enter WHOLE NUMBERS only.)

What else should we know about your monarch butterfly conservation efforts over the last year?

Selected Action Items

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.

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Date of Proclamation:

Title of Proclamation (i.e. – Monarch Day or Pollinator Week):

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

How many plants were planted? (Enter WHOLE NUMBERS only)

Please describe your effort in completing this action.

What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?

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